Carnival Cruise Lines

ECSC Cruise Line Segment: Contemporary

CONTACT INFORMATION	
Head Office Address:	3655 NW 87th Avenue, Miami, FL 33178
Consumer Website:	www.carnival.com
Carnival Passport:	https://carnival.learn.com
Agent Website / Online Reservation:	https://www.goccl.com/
Reservation # (FIT):	800-327-9501
Reservation # (Group):	800-327-5782

2017 COMMISSION STRUCTURE

16% Commission (Commission level of Carnival is determined by the number of *sailed guests*)

ABOUT THE SUPPLIER

Carnival History

- In 1972 Ted Arison founded Carnival Cruise Lines to make cruising fun for all and affordable to everyone
- Today, Carnival is the largest and most recognized brand in the cruise industry offering a fleet of 23
- "Fun Ships" and expecting to carry a record 4 million passengers this year – double what the company
- carried a decade ago
- Cruises span from 3 to 12 days and sail from 19 departure ports
- Carnival's Core Brand Message
- In today's fast paced world, consumers are looking for fun, memorable experiences at a great value
- To Carnival, the concept of value isn't just limited to offering affordable prices – it means providing
- guests with a fun, quality vacation that exceeds expectations in every respect
- MISSION STATEMENT: "Consistently deliver fun, memorable vacations to our guests"

Carnival Cruise Lines

KEY CUSTOMER DEMOGRAPHIC

A Carnival cruise vacation is the perfect choice for fun-loving people across all generations.

They have a certain mindset:

- They are youthful in spirit, and thrive on interaction with others
- They have a sense of vitality and spontaneity and create fun wherever they go
- They are open to discovering new things
- They are optimistic and look at the glass as half full
- They are value conscious and pragmatic, but won't sacrifice

TOP 6 MAJOR SELLING POINTS

- It's the fun and friendly on-board ambiance that sets Carnival apart from other vacation alternatives
- A wide variety of on-board choices in a fun and relaxed atmosphere, along with outstanding value and exciting destinations – at one all-inclusive price
- A $250 million refurbishment project for its eight Fantasy-class ships
- The leader in family cruising carrying 625,000 children annually, featuring the industry's top-rated children's programs

The Value Message

- Value goes beyond providing affordable prices on a quality product – it's offering the widest variety of close-to-home embarkation ports, as well as a wide range of cruise lengths, including the most short cruise options in the industry
- Compare the costs of a resort hotel for 7 days with a 7 day "Fun Ship" cruise to show the value to clients
- Fun and exciting destinations from close-to-home ports, including 15 convenient departure ports in the U.S.
- Carnival is award-winning, receiving numerous awards from Fodor's and Porthole Magazine, among others

DESTINATIONS

Worldwide

Carnival Cruise Lines

PRIMARY CONTACTS

Canada Contacts

Name	Region	Title	Email
Deidre Verigen	BC, AB, SK, NWT, YK	BDM International Trade Sales	dverigen@carnival.com
Marilisa DeSimone	Central Ontario	BD Director International Trade Sales	mdesimone@carnival.com
Lynne St. Jean	Quebec & Maritimes	BD Director International Trade Sales	lstjean@carnival.com
Erin Douglas		Senior Director, Director Strategic Partnerships	emartin2@carnival.com

USA Contacts

Name	Region	Title	Email
Jodi Kinmon	FL, (Broward & Palm Beach County	BDM	jkinmon@carnival.com
Seth Grunes	FL – Tampa only	BDM	sgrunes@carnival.com
Chris Schutz	PA, WV, Eastern OH	BDM	cschutz@carnival.com
Frank Robleto	FL - MIAMI	BDM	frobleto@carnival.com
Judy Rowe	AL, SW. FL (Sarasota, St. Petersburg, Ft. Meyers, Naples, Panhandle, The Villages)	BDM	jrowe@carnival.com
Kirsten Sanchez	FL, Orlando, Central FL	BD Director	ksanchez@carnival.com
Grace Ambrosia	NJ	BDM	gambrosia@carnival.com
Scott Vecrumba	IN, OH, KY, LA, MI	BDM	svecrumba@carnival.com
Joanie Field	SC, Eastern NC (Raleigh-Durham)	BD Director	jfield@carnival.com
Mimma Waters	WA, BELLEVUE	BDM	Mwaters@carnival.com
Kathy Donnelly	MD, DE, VA	BD Director	kdonnelly@carnival.com
Drew Santiago	CA,NV,HI,CO,UT	BDM	dsantiago@carnival.com
Maria Lopez	LA, MS	BDM	Mlopez3@Carnival.com

Carnival Cruise Lines

Laurie Mason	TX, HOUSTON	BDM	lmason@carnival.com
Karen Needham	TX, DALLAS	BD Director	kneedham@carnival.com
Megan Morra	NC, TN,AR	BDM	mmorra@carnival.com
Tom Panici	IL, WI, MN	BD Director	tpanici@carnival.com
Ann Hall	NY (Manhattan, Brooklyn, Long Island, Queens, Bronx, Yonkers), CT	BD Director	ahall@carnival.com
Swapna Kulkarni	AZ,UT, CO, NV	BDM	skulkarni@carnival.com
Irene Gawdzik	CA: Los Angeles County, Fresno, Central Valley	BD Director	igawdzik@carnival.com
Katy Rose Friedman	GA, Jacksonville	BDM	kfriedman@carnival.com
Terry Smythe	TX: San Antonio/Austin, West Texas, New Mexico and Oklahoma	BDM	tsmythe@carnival.com
Amy Shortall	KS, MO, IA, NB, ND, SD	BDM	Ashorthall@carnival.com
Marc Campagnone	Upstate NY, MA, RI, NH, VT, ME	BDM	mcampagnone@carnival.com
Strategic Partnerships	Inside Sales		strategicpartnerships@carnival.com